

A
FUNDAMENTAL PARADIGM
for
UNDERSTANDING HUMAN BEHAVIOR

I = **INDIVIDUAL**

The **INDIVIDUAL**: a leader exhibiting a commanding presence, a complex personality and background, great fluency in speaking, penetrating eyes, compelling the **AUDIENCE** to follow.

S = **SITUATION**

The **SITUATION**: exhibiting dramatic change, unpredictability, chaos, unsettledness, and potential conflict which the **INDIVIDUAL** will heighten and exploit with speech and actions.

A = **AUDIENCE**

The **AUDIENCE** will be experiencing all the turmoil, open-endedness, ambiguity and anomie of the **SITUATION** and will be looking for some source of explanation and authority.

S = **Symbols**

The **SYMBOLS**: both new and dramatic yet at the same time resonating with those with which the **AUDIENCE** is already familiar; the **LEADER** will draw on them and use them in new ways.